



**CITY OF DALLAS**  
**Urban Renewal Advisory Committee**  
**Dallas City Hall**  
**187 SE Court Street, Dallas, Oregon 97338**  
**Tuesday, Oct. 1, 2013 – 5:30 p.m.**

1 **MINUTES**

2 Members Present: Chair David Shein, Jim Fairchild, Nancy Adams, LaVonne Wilson, Randy Hunter,  
3 Chelsea Pope, Rich Rohde, Joe Koubek and Rich Long.

4 Absent: Craig Pope and Ken Jacroux.

5 Staff: Community Development Director Jason Locke and Planner John Swanson.

6 **CALL TO ORDER**

7 Chair David Shein called the meeting to order at 5:30 p.m.

8 **APPROVAL OF MINUTES**

9 The minutes of the August 6, 2013, meeting were presented and approved with minor corrections.

10 **PUBLIC COMMENTS**

11 There were none.

12 **OLD BUSINESS**

13 Community Development Director Jason Locke updated the committee on the progress of the  
14 streetscape project underway on the 800 and 900 blocks of Main Street. We have been dealing with  
15 weather and have been dealing with small, unforeseen circumstances as they appear. Chair David Shein  
16 asked about the areas around building entrances and if plans are changing to accommodate anomalies.  
17 Mr. Lock replied that we have discovered some dry rot and bad foundations on a few buildings  
18 (Majestic, Event Center) and that the problems were being dealt with appropriately.

19 Rich Rohde asked that the committee be added to the email list to get the construction updates that  
20 have been being sent to business and property owners as the work advances. Bob Brixius asked if  
21 communication is established with the few upstairs residents on the 800 block. John Swanson said that  
22 they are in the loop on the construction schedule. Joe Koubek asked if any trouble has come up. Mr.  
23 Locke said nothing significant. Chlesea Pope acknowledged that the smaller street trees removed have  
24 been relocated and not wasted. She also said that in conversation with Brown Construction that they  
25 enjoyed working in Dallas.

26 **NEW BUSINESS**

27 Community Development Director Jason Locke informed the committee that no one to date has taken  
28 advantage of the façade grants available as part of the streetscape project. \$40,000 budgeted for grants  
29 is going unused. Inquiries from business and property owners on Main Street, but outside the 800 / 900  
30 block project area, have shown interest. Mr. Locke made a two-part staff proposal as follows: 1.)  
31 Expand grant eligibility to the other three blocks of Main Street; and 2.) Use budgeted money to buy  
32 signs for businesses on Main Street. We hire the sign company and we buy the signs. All the business

has to do is say yes. He further proposed that we would start by buying and installing a new hanging shingle style sign for the Dallas Library to start the new sign initiative. He said we would have the library sign ready soon. Mr. Locke stated that he believes that if we buy and install 10 to 12 new signs downtown, it will have an instant visual impact and will stimulate more building improvement activity. Chair David Shein asked if we should remove the matching component to the façade grant and simply give money to eligible applicants. Jason thought we should wait on that and see if we can get some more interest through his two proposals. Bob Brixius mentioned that he was waiting for spring to apply and Jim Fairchild stated that momentum on building improvements will build.

Chelsea Pope made a motion to recommend both staff recommendations (expand façade program area and buy signs for existing businesses) be advanced to the Urban Renewal Agency for approval consideration. Rich Rohde seconded and the committee unanimously approved the motion.

#### **MEMBER COMMENTS**

Rich Rohde commented that there is nothing about the Urban Renewal Advisory Committee on the city website. There's content about the project, but nothing on the work of the committee. Jason Locke reported that we are getting feedback from the Facebook page set up to cover the project. Chair David Shein also remarked that Urban Renewal was "buried" in the content of the city website. Mr. Rohde asked if we shouldn't set up a Facebook page specifically for the work of the URDAC. Mr. Locke said he would investigate the idea. Joe Koubek warned that maintaining a social media presence is a "full time" proposition and if there isn't time to maintain it, then don't do it. Mr. Rohde said that the page could be read-only and that he may be willing to do the work to set it up and maintain it.

#### **STAFF COMMENTS**

Community Development Director Jason Locke presented the design for the banners to be hung on the new street light poles. They are smaller in size (18" x 30") to be in proportion with the shorter poles. The banners are not very expensive and will provide visual impact.

#### **OTHER BUSINESS**

None

The meeting adjourned from City Hall at 6:30 P.M.